

ORDER



Orders
Order / Rev: 715241
Alt Order #: 06325312
Product Desc: ALLEN/NRSC
Estimate: C09C12
Flight Dates: 10/09/12 - 10/22/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Core

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Allen, G/NRSC/R/Sen/VA
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	5	\$32,000.00	\$27,200.00
10/15/12	10/21/12	5	\$33,000.00	\$28,050.00
10/22/12	10/28/12	1	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$68,000.00	\$57,800.00	31.70
Totals	11	\$68,000.00	\$57,800.00	31.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
57	WUSA	10/12/12	10/12/12	Entertainment Tonight	CM	730-8P	----F--	:30	1	\$3,000.00	P-1	2.20	NM	1	\$3,000.00
				Entertainment Tonight											
	ET														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$3,000.00		2.20			
58	WUSA	10/12/12	10/12/12	Fri Prime A	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	4.80	NM	1	\$3,000.00
				CSI: NY											
	CSI NY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$3,000.00		4.80			
70	WUSA	10/11/12	10/11/12	Entertainment Tonight	CM	730-8P	---T---	:30	1	\$3,000.00	P-1	2.20	NM	1	\$3,000.00
				Entertainment Tonight											
	ET														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$3,000.00		2.20			
82	WUSA	10/09/12	10/09/12	Entertainment Tonight	CM	730-8P	-T-----	:30	1	\$3,000.00	P-1	2.20	NM	1	\$3,000.00
				Entertainment Tonight											
	ET														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1				\$3,000.00		2.20			
83	WUSA	10/09/12	10/09/12	Tue Prime A	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	11.50	NM	1	\$20,000.00
				NCIS											
	NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 715241
 Alt Order #: 06325312
 Flight Dates: 10/09/12 - 10/22/12

Advertiser: Allen, G/NRSC/R/Sen/VA
 Product Desc: ALLEN/NRSC
 Estimate: C09C12

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
83	WUSA	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	11.50	NM	1	\$20,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$20,000.00		11.50				
N93	WUSA	10/19/12	10/19/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$14,000.00		0.00				
N94	WUSA	10/15/12	10/22/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$3,000.00	P-1	2.20	NM	2	\$6,000.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$3,000.00		2.20				
Week:		10/22/12	10/28/12	M-----			1		\$3,000.00		2.20				
N95	WUSA	10/16/12	10/16/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-T-----	:30	1	\$3,000.00	P-1	2.20	NM	1	\$3,000.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$3,000.00		2.20				
N96	WUSA	10/17/12	10/17/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--W----	:30	1	\$3,000.00	P-1	2.20	NM	1	\$3,000.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$3,000.00		2.20				
N97	WUSA	10/17/12	10/17/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$10,000.00		0.00				
													Totals	11	\$68,000.00